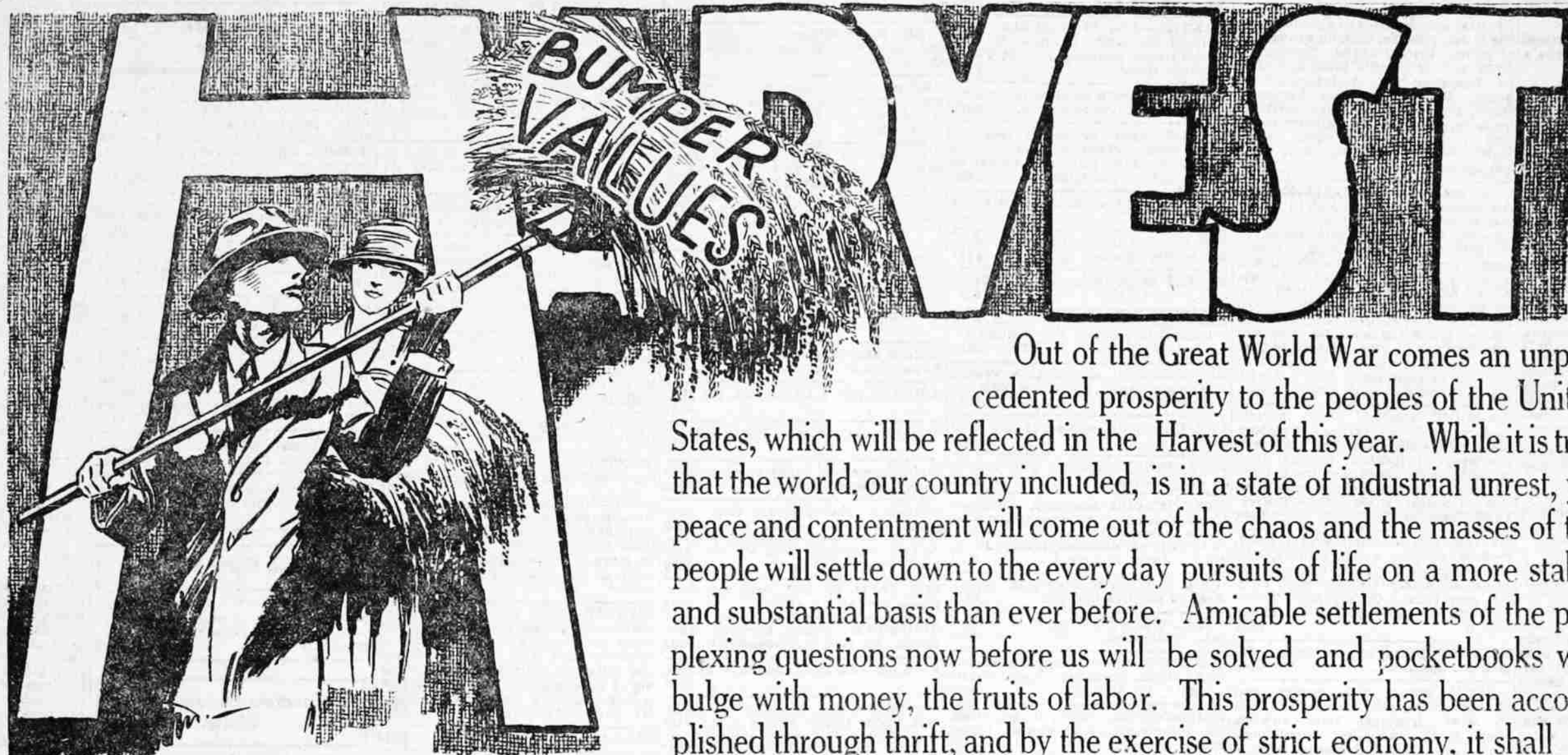


1919



Out of the Great World War comes an unprecedented prosperity to the peoples of the United States, which will be reflected in the Harvest of this year. While it is true that the world, our country included, is in a state of industrial unrest, yet peace and contentment will come out of the chaos and the masses of the people will settle down to the every day pursuits of life on a more stable and substantial basis than ever before. Amicable settlements of the perplexing questions now before us will be solved and pocketbooks will bulge with money, the fruits of labor. This prosperity has been accomplished through thrift, and by the exercise of strict economy, it shall be

preserved and distributed in a way that will add greatly to the tranquility of all communities throughout the broad land.

The beneficiaries of the great harvest now before us will know no East neither will they know the West for it shall spread over this land of liberty, from ocean to ocean, and from the Gulf to the Great Lakes. There will be no room for pessimism for in an abundance of accumulated wealth there abounds an abiding confidence in the present and unfaltering faith in the future. The optimism of such an era is circumscribed by neither metes nor bounds but like the gentle, soothing rains of heaven encompasses all the land.

The drouth of this season, in our particular locality, has occasioned a slight decrease in quantitative production but increased values of the products of the farm, field and factory have more than counterbalanced the loss. It is roughly estimated that the quantity of production has been decreased about thirty per cent, on an average, over production of more favorable years but the tilled acreage of the farm has been increased, factories have been operated at full capacity, livestock industries have been given better and more scientific attention, the spirit of conservation has prevailed as never before, greater values are offered for all commodities and more money is in circulation. So, that, it may be safely said that industrial conditions are much better than in former years.

An estimate of Ogden and vicinity payrolls discloses highly satisfactory circumstances and the amount of money passing into the hands of wage earners, coupled with the great sum that will come to farmers, stockraisers and industrial captains in Harvest Time, which will be expended for the necessities of life, will be the means of placing in circulation an exceptionally large volume of money at this time, and in the immediate future. This presages increased volume of business for the merchant and more satisfactory arrangement in the homes for the coming winter season. There is no occasion for any one to be idle, consequently there shall be no reason for want and distress. The man who goes hungry this Fall is the man who will not work and he deserves but little consideration and no sympathy.

Fall Style Exhibit



Autumn comes on us almost unawares and the farseeing woman welcomes early opportunities to procure suitable gowns and frocks. The shops are filled with beautiful garments and in one store is a gown of black and navy georgette faced with lovely old rose satin notched collar. Its sleeves are of the attractive bell style and a tucked overshirt and skirt proper in cuff style with wide braid girdle, give smart touches. This is just a suggestion of the many lovely garments which are to be found in the Ogden stores this season and all savor of simplicity, a simplicity which is elegance itself.

Designs and fabrics are to be more beautiful this winter than in any year past, according to the formal showing of the American made modes opened recently at the semi-annual convention of the Fashion Art League of America in an eastern metropolis. Textiles design and color schemes are being featured in the showing and their importance stressed in accordance with the aims of the organization to promote higher standards in American clothes-craft.

One especially lovely gown is fashioned of green and silver tissue over silver metal cloth veiled with black lace. The girdle and train of black velvet faced with yellow satin heavily studded with French flowers in pastel shades.

Fads and fancies are not forgotten however, and here are a few of the most noticeable:

A taffeta hat stitched in gold is one of fashion's latest whims. Yarn embroideries on the taffetas are also winning much favor.

Coming blouses have got their inspiration from the Orient. Rich metallic embroideries in colors that suggest the far-east are what the newest blouses show.

Llama, silvertones and heavy serges are among the popular fabrics used for suits this year.

The plain collarless neckline is very fashionable for those to whom it is becoming.

Black satin frocks are in such tremendous favor that one sees them on every hand.

The party frock may be of satin, heavily embroidered net and narrow strips of ermine.

Plaids are most in vogue in separate skirts and are usually made up in pleated styles.

It is claimed by some that flippancy rules supreme in the realm of fashion but it is quite likely that the claim is a self-serving declaration by those who would like that impression to prevail—the fashion hater loves to draw exaggerated conclusions. The sensible fashion devotee is far from flippancy, on the contrary he or she is very plain and unostentatious. The height of fashion is emphasized in simplicity but stylishness.

This Fall's styles are characterized by economical designs, both in men's and women's dress for it is a time of conservation. That which appeals to extravagance is entirely unfashionable and quite out of harmony with the general order of things and this is a time when every one has a